

LOCAL RETAIL RATES (NET)**ROP Full Color Rates**

The Examiner delivers two print audience channels: home-delivery and single-copy. These channels can be purchased in combination or separately.

Dollar Volume	Home & Street Edition			Street Edition	
	Sunday	Thursday	Friday	Wednesday	Monday & Tuesday
Open	\$113.61	\$130.24	\$81.17	\$61.64	\$52.71
\$5,000	\$92.78	\$105.76	\$66.18	\$50.28	\$43.31
\$25,000	\$87.11	\$99.08	\$62.07	\$47.17	\$40.75
\$50,000	\$85.22	\$96.87	\$60.71	\$46.14	\$39.89
\$100,000	\$83.33	\$94.65	\$59.35	\$45.12	\$39.03

For annual programs larger than \$200,000, please consult your Account Executive.

Advertising Positions, Adjacencies, and Color

	Sunday	Thursday	Friday	Wednesday	Monday & Tuesday
Front Page Strip (52x)	\$1,657	\$1,876	\$1,192	\$914	\$690
Page 1 – Sky Box	\$620	\$758	\$417	\$320	\$260
Feature Pages – 5x2 (26x)	\$1,089	\$1,239	\$801	\$766	\$532
(52x)	\$958	\$1,089	\$705	\$673	\$470
Pop Up Ads (1x)	\$4,421	\$5,119	\$3,844	\$2,948	\$2,576
(Limited Availability) (13x)	\$4,112	\$4,858	\$3,575	\$2,742	\$2,396

Advocacy rate: \$7,489 - Full page, full color - Everyday

Premium position charges 25%

Premium positions are subject to availability (Page 3, Back Page, Op-ed, Section Pages)

Ask your account executive about special placement opportunities.

Preprinted Insert Rates

Rate per 1,000 pieces*	Drop Days: Thursday and Sunday				
	Open	5x	13x	26x	52x
Single-sheet	\$36	\$33	\$31	\$30	\$29
4-8 Pages	\$42	\$39	\$37	\$36	\$35
12-28 Pages	\$44	\$41	\$39	\$38	\$37
32-56 Pages	\$47	\$43	\$41	\$40	\$39

*Minimum Quantity: 25,000 Multi-option Print & Deliver prices available

Over 56 pages call publisher

\$50,000 volume level, charity rates

Ads larger than 9.5" deep will be charged for the full depth of 11.5"